

SAMPLE:



Element of the marketing mix	Describe example	Explain why it illustrates the element
Product	Illustration of a new type of baseball bat.	The illustration describes an example of product because it shows what type of product to make.
Product	Picture of a guitar.	The picture describes an example of product because it shows a type of product.
Price	iTunes website.	All songs on the website are \$.99—a pricing policy.
Price	All you can eat party deck ticket	This is an example of price because the price of the ticket is \$40.00.
Place	Fans enjoying a baseball game.	The consumer is the fan that bought the ticket . The stadium is the place where the product (ballgame) can be enjoyed/ used.
Place	Picture of the Mall of Georgia.	The Mall of Georgia is a place where consumers can purchase products in retail stores.
Promotion	Picture of billboard taken with a digital camera	The billboard is advertising a local radio station and advertising is one of the four types of promotion.
Promotion	Coupon for 2-fore-1 golf	A coupon is a type of sales promotion, which a type of promotion.

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